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ABSTRACT

The annual report gives a synopsis of Arizona career education activities and reviews 1973 increases in career education activities relating to Senate Bill 5 (ARS 15-1199). These include high school enrollment, career testing and counseling, world of work educational materials, retraining teachers and counselors, providing teachers and curriculum, providing coordinators for work experience programs, coordination of apprenticeship training, and conducting county workshops. Also documented are activities of the Arizona Career Education Clearinghouse and the public information program. Evaluation reports of several survey projects are described. Arizona career education statistical data is presented in tabular form by project: involvement by schools, parents, and professional staff; the development and purchase of career education material; career testing; student involvement; and publicity. (NH)

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CAREER EDUCATION

ANNUAL REPORT
FY 73

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Submitted To The Arizona State Legislature

ARIZONA
DEPARTMENT OF EDUCATION
W.P. SHOPSTALL, PH.D., SUPERINTENDENT

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SYNOPSIS OF ARIZONA CAREER EDUCATION ACTIVITIES

	1972	1973	Variance
Number of School Districts Served by Career Education Projects	139	212	Increased 52.5%
Number of Secondary Schools Served by Career Education Projects	80	124	Increased 55.0%
Number of Elementary Schools Served by Career Education Projects	358	485	Increased 35.5%
Total Secondary Schools Enrollment in Career Education Project Areas	100,414	135,378	Increased 34.8%
Total Elementary School Enrollment in Career Education Project Areas	320,179	340,565	Increased 6.4%
Number of K-6 Students Involved in Career Education Activities in the Classroom	33,950	96,487	Increased 184.2%
Number of 7-8 Students Involved in Career Education Activities in the Classroom	18,308	44,735	Increased 144.3%
Number of 9-12 Students Involved in Career Education Activities in the Classroom	15,418	64,677	Increased 319.5%

(SYNOPSIS CONTINUED)

	1972	1973	Variance
Number of K-6 Grade Students Provided with Career Testing Over and Above That Normally Provided	7,529	6,590	Decreased -14.1%
Number of 7-8 Grade Students Provided with Career Testing Over and Above That Normally Provided	7,101	23,813	Increased 235.3%
Number of 9-12 Grade Students Provided with Career Testing Over and Above That Normally Provided	8,092	16,299	Increased 101.4%
Number of Professional Staff Involved in Career Education Project Activities	5,098	14,039	Increased 175.4%
Number of Parents Involved in Career Education Project Activities	2,748	10,083	Increased 266.9%
Number of Career Observation Tours Related to the Occupation Clusters	1,074	3,610	Increased 236.1%
Number of Materials Purchased Related to the World of Work	37,268	62,646	Increased 68.1%

(SYNOPSIS CONTINUED)

	1972	1973	Variance
Counselors Involved in Retraining Activities Related to Career Education	154	357	Increased 131.8%
Administrators Involved in Retraining Activities Related to Career Education	222	560	Increased 154.5%
K-6 Teachers Involved in Retraining Activities Related to Career Education	1,701	4,384	Increased 157.7%
7-8 Teachers Involved in Retraining Activities Related to Career Education	849	1,702	Increased 100.5%
9-12 Teachers Involved in Retraining Activities Related to Career Education	827	2,082	Increased 151.8%
K-6 Teachers Involved in Materials Development Related to Career Education	725	763	Increased 5.2%
7-8 Teachers Involved in Materials Development Related to Career Education	555	409	Decreased -26.3%
9-12 Teachers Involved in Materials Development Related to Career Education	265	392	Increased 47.9%

Senate Bill 5 (ARS 15-1199): Article 9. Career Education Program

1. INCREASING HIGH SCHOOL CAREER EDUCATION ENROLLMENT.

Sixteen of the eighteen school-based Career Education projects funded during FY 1973 impacted upon high school programs. The increase in Career Education activity is shown below:

	1972	1973	Variance
Total Number of Secondary Schools in Career Education Project Areas	112	132	Increased 17.9%
Total Number of Secondary Schools in Career Education Project Areas Actually Served	80	124	Increased 55.0%
Total High School Enrollment in the Career Education Project Areas	100,414	135,378	Increased 34.8%
Total Number of High School Students Participating in Career Education Activities in the Classroom	15,418	64,677	Increased 319.5%

For the purpose of comparison, enrollment information on average daily membership in all Arizona High Schools' Vocational Education enrollment, and career preparation enrollment is presented below:

Total Average Daily Membership in all Arizona High Schools	128,184.144	132,514.800	Increased 3.4%
Total High School Vocational Enrollment *Including* Consumer and Homemaking	51,117	61,888	Increased 21.1%
Total High School Career Preparation Enrollment *Excluding* Consumer and Homemaking	29,697	33,872	Increased 14.1%

2. MAKING CAREER TESTING AND COUNSELING AVAILABLE TO ALL STUDENTS K-12.

Career Testing *OVER* and *ABOVE* what local schools were already doing was made available to common and high school pupils is shown below.

	1972	1973	Variance
Number of K-6 Grade Students Provided with Career Testing	7,529	6,590	Decreased -14.2%
Number of 7-8 Grade Students Provided with Career Testing	7,101	23,813	Increased 235.3%
Number of 9-12 Grade Students Provided with Career Testing	8,092	16,299	Increased 101.4%

The data presented reveals that there was a decline in testing emphasis at K-6 grade levels and much greater emphasis at the 7-8 grade levels. The overall increase in career testing activity is:

	1972	1973	Variance
Total Number of Students Provided with Career Testing K-12	22,722	46,702	Increased 105.5%

It should be noted that career testing on an annual basis is neither necessary nor desirable. The career-related testing referred to was provided *IN ADDITION* to that which the local districts normally provide. Guidance and counseling which normally follows the testing program help students to interpret the test results in terms of their interests and aptitudes in relation to careers.

3. OBTAINING, PREPARING, AND MAINTAINING READING MATERIALS, FILMS, TAPES AND OTHER EQUIPMENT FOR THE PURPOSE OF GIVING EACH CHILD AN ORIENTATION TO THE WORLD OF WORK.

Numerous Career Education materials were developed and purchased by each of the 18 school-based projects. Teacher involvement in developing new materials relating to career education is shown below:

	1972	1973	Variance
K-6 Teachers Involved in Materials Development	725	763	Increased 5.2%
7-8 Teachers Involved in Materials Development	555	409	Decreased -26.3%
9-12 Teachers Involved in Materials Development	265	392	Increased 47.9%

While the number of teachers involved at the 7-8 grade level decreased, the total number of teachers, (1,545 in FY 1972 and 1,564 in FY 1973) in combined levels remained relatively constant.

A total of 1108 career related activity packets were developed during FY 1973. Of the 1108 packets, 243 have been pilot tested and are ready for field testing during 1974. In addition, a total of 514 career related instructional units were developed, of which 255 have been pilot tested and ready for field testing during FY 1974.

In addition to developing career related materials, many items related to the World of Work were purchased:

Number of Items Purchased Relating to the World of Work	37,268	62,646	Increased 68.1%

To further enhance students orientation to the World of Work, career observation tours relating to many occupational clusters:

Number of Career Observation Tours Relating to Occupational Clusters	1,073	3,610	Increased 236.1%

The occupational clusters most frequently impacted upon with observation tours were:

- Business and Office
- Marketing and Distribution
- Communication and Media
- Manufacturing
- Transportation
- Agri-business and Natural Resources
- Environmental Control
- Public Service
- Health
- Personal Services
- Consumer and Homemaking

Those occupational clusters least toured were:

- Construction
- Marine Science
- Hospitality and Recreation
- Fine Arts and Humanities

4. RETRAINING OF TEACHERS AND COUNSELORS FOR THE CAREER ORIENTATION OF PUPILS TO THE WORLD OF WORK.

Professional staff retraining activities related to Career Education involved workshops, conferences, and classes. To enhance the effectiveness of teacher and counselor retraining, many administrators also participated in these retraining activities as shown below:

	1972	1973	Variance
Counselors Involved in Retraining Activities	154	357	Increased 131.8%
Administrators Involved in Retraining Activities	220	560	Increased 154.5%
K-6 Teachers Involved in Retraining Activities	1,701	4,384	Increased 157.7%
7-8 Teachers Involved in Retraining Activities	849	1,702	Increased 100.5%
9-12 Teachers Involved in Retraining Activities	827	2,082	Increased 151.8%

Evaluations of the retraining programs were conducted by the projects to determine if the objectives were met. The results indicated that the development of positive attitudes towards integrating Career Education into the curriculum were achieved.

Total Professional Staff Involved in Retraining Activities Related to Career Education	3,751	9,085	Increased 142.2%

The 9,085 professional staff members involved in retraining activities during FY 1973, represents 39.9% of the total (22,722) professional staff in the Arizona Career Education Project areas.

5. PROVIDING TEACHERS AND CURRICULUM FOR WORLD OF WORK.

Progress toward implementing the purpose of this portion of the law is shown by the information provided below:

	1972	1973	Variance
Number of Elementary Schools in Career Education Project Areas	442	613	Increased 38.7%
Number of Elementary Schools in Career Education Project Areas Actually Served	358	485	Increased 35.5%
Total Professional Staff in Career Education Project Areas	17,536	22,722	Increased 29.6%
Total Professional Staff Involved in Career Education Activities	5,098	14,039	Increased 175.4%
Total Elementary School Enrollment in Career Education Project Areas	320,179	340,565	Increased 6.4%
K-6 Grade Students Involved in Career Education Activities in Classes	33,950	96,487	Increased 184.2%
7-8 Grade Students Involved in Career Education Activities in Classes	18,308	44,735	Increased 144.3%

During the latter part of the FY 1973, a total of 51 career exploration programs were developed and funded. Instructional materials, including equipment and tools, were purchased. Implementation of these programs is scheduled for FY 1974. These 51 programs involve 47 different schools and impact on the following occupational clusters: Business and Office; Communications; Construction; Consumer and Homemaking Related; Manufacturing; and Transportation.

6. PROVIDE ADDITIONAL TEACHER-COORDINATORS TO IMPLEMENT AND COORDINATE ON-THE-JOB WORK EXPERIENCE FOR ADDITIONAL STUDENTS, AND PROVIDE TRANSPORTATION IF NECESSARY.

In FY 1972 there were 125 cooperative education and supervised work experience programs in Arizona—43 of which were funded through Career Education. During FY 1973, the number of programs increased by more than 100 percent to 279—116 of which were funded through Career Education. A projected growth of 335 total programs during FY 1974 is well within reach.

Program growth also means an increase in student enrollment. A total of 6,027 secondary school students have been provided with the opportunity to participate in the real working world. Through actual work experience they are better equipped to take their place as productive members of society. They are prepared with the tools necessary to earn a living.

The map on page 12 shows how Career Education funds were invested to implement work experience programs throughout the state during FY 1973. With the support of the State Legislature, the business community and the local educational institutions, work education programs have played a vital role in the total education of today's youth.

	1972	1973	Variance
Total Coop and Supervised Work Experience Enrollment (Career Education Funding)	1,119	3,231	Increased 188%
Total Coop and Supervised Work Experience Programs (Career Education Funding)	43	116	Increased 170%

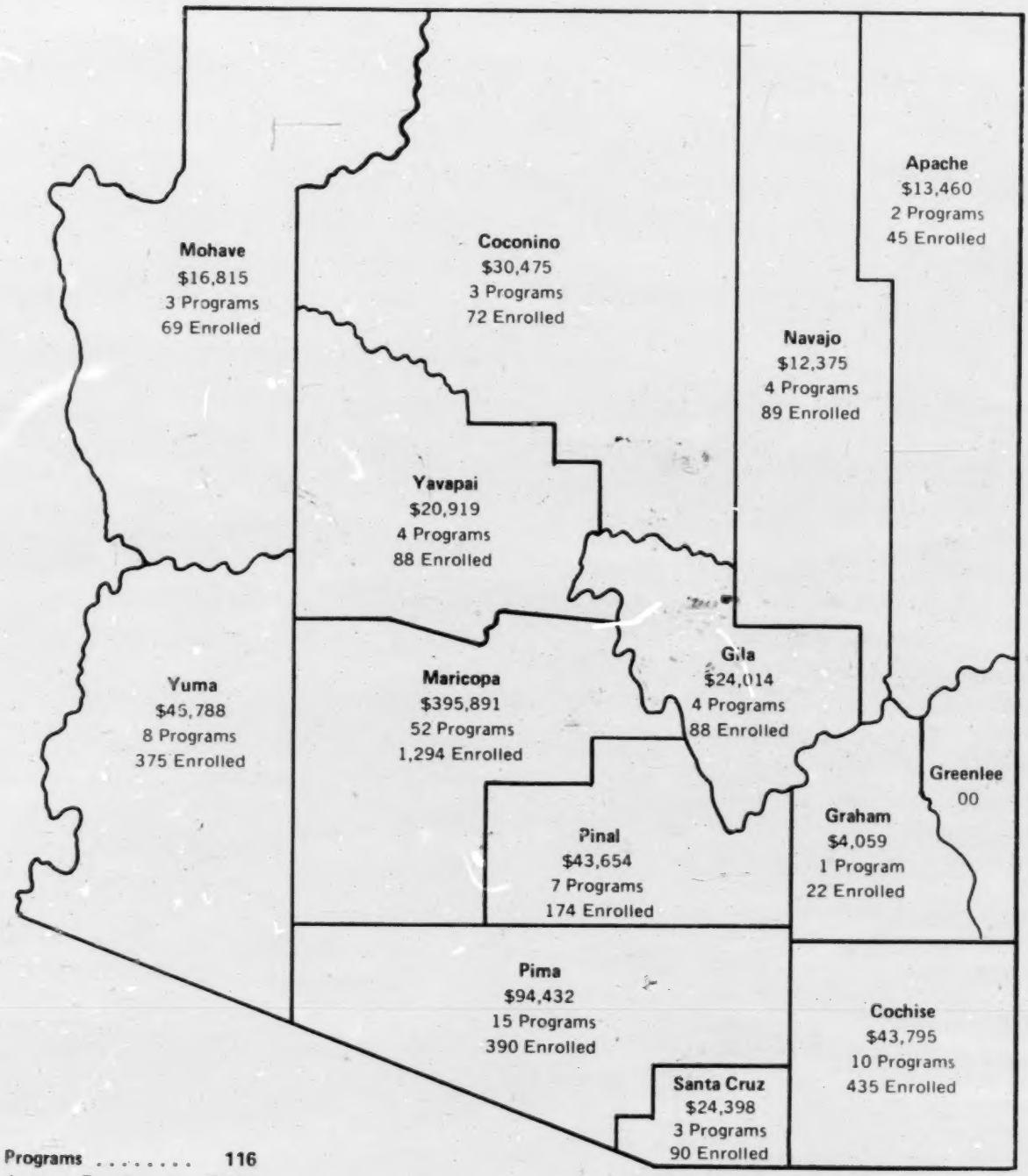
Further analysis of the data reveals that more than half of all secondary school work experience students were provided this opportunity through Career Education funding during FY 1973.

Career Education funding enabled an additional 150 students to engage in various work exposure programs through Coconino County Career Education project activities.

FY 73 Career Education Funded

Work Education Programs

(Cooperative Education and Supervised Work Experience)



Programs 116
Approx. Enrollment . 3,231
Cost per pupil $210.69

TOTAL $680,075

7. EMPLOY PERSONS TO COORDINATE APPRENTICESHIP RELATED TRAINING FOR REGISTERED APPRENTICESHIP PROGRAMS.

A new apprenticeship specialist joined the Career Education staff in January, 1973, to communicate and coordinate with various organizations and individuals connected with apprenticeship programs. Liaison has been established with Arizona Bureau of Apprenticeship and Training officials, Arizona Apprenticeship Advisory Council representatives, and Department of Economic Security Apprenticeship Services Division personnel. In addition, working relationships with various Apprentice Related Instruction Directors at Community Colleges have been developed and technical assistance provided.

Several meetings with the Western Apprenticeship Coordinators Association officers and members have been held to present Career Education concepts and to discuss the functions performed by the apprenticeship specialist. Technical assistance in the form of apprentice related training curriculum materials and consultation has been provided to apprenticeship organizations, committees and coordinators upon request.

Apprenticeship Coordinator rosters have been provided to appropriate schools, and construction trade teachers have been urged to include such experts on their school advisory committees. A number of apprenticeship coordinators are currently serving on such committees.

Recently, there has been increasing interest and participation by both management and labor individuals in career education. While some still appear to be skeptical, more and more have begun to recognize career education as the bridge between the academic world and the world of work.

8. PROVIDING EACH COUNTY WITH THE MEANS TO CONDUCT WORKSHOPS FOR ALL COMMON AND HIGH SCHOOL DISTRICTS WITHIN THE COUNTY.

During May and June of 1973, the Arizona Department of Education conducted a series of thirteen Career Education workshops throughout the state. For each workshop, seventy-five persons representing a broad cross-section of the local communities were invited to attend. Altogether, nearly 500 participants, including legislators, business and industry leaders, representatives of labor, parents, school board members, high school seniors and others attended these workshops.

Each workshop lasted three hours and had three basic purposes:

1. To provide participants with an overview and perspective of Career Education.
2. To gather comments and reactions regarding the *OUTCOMES* for Career Education and the Arizona Career Education Matrix.
3. To encourage those attending to become more actively involved with local Career Education activities.

Each participant was asked to record his comments on these subjects. These data were compiled, evaluated and used as a basis for revising both the Matrix and the *OUTCOMES*.

A survey conducted of workshop participants revealed that:

90% felt that Career Education should be available to all students from kindergarten through the twelfth grade.

97% thought that the workshop was a worthwhile experience.

96% said that they would become involved in local Career Education activities.

94% said that they would be willing to attend a follow-up workshop on career education next year.

Numerous workshops were held by local projects to provide Career Education orientation and retraining of professional staff as shown in another section of this report. Altogether there were 357 counselors, 560 administrators, and over 8,000 teachers involved in retraining activities during FY 1973.

ARIZONA CAREER EDUCATION CLEARINGHOUSE

The Arizona Career Education Clearinghouse is a collection and dissemination unit for such materials as curriculum guides, instructional units, bibliographies, student workbooks, research reports, speeches, occupational information, commercial materials, and newsletters.

The primary mission of the Clearinghouse is to provide quick, efficient and comprehensive service to Arizona educators at all levels and areas of interest.

During FY 1973, 1,609 pieces of out-of-state materials and 1,624 pieces of Arizona-produced materials have been added to the Clearinghouse.

All of the Arizona Career Education project-produced materials have been placed on microfiche (miniature transparencies similar to microfilm). As of June 30, 1973, more than 15,000 pages of material have been converted into some 189 microfiche (about four inches of filing space). These microfiche have been distributed to each Career Education project to give them immediate access to everything that has been received by the Clearinghouse from the Arizona Career Education projects.

The Clearinghouse annotated bibliography and index has been developed and distributed to: each Career Education project in the state; Research Coordinating Units across the country; Arizona's universities; State Department personnel; and others involved in implementing Career Education. During FY 1973, 1,448 people have visited the Clearinghouse and been informed of the services available.

PUBLIC INFORMATION REPORT

Each of the eighteen school–based projects conducted a public information program designed to keep local communities informed of the Career Education activities in their areas. A statistical summary of each project's public information effort is provided on page 24.

In addition to each project's public information program, the Department of Education conducted a statewide program to inform the public at large about Career Education. This program included the following major activities:

The Bureau of Broadcasting at Arizona State University produced a series of 20 half–hour programs on Career Education. The series was aired three times over KAET–TV, Channel 8 (Phoenix) and three times over KUAT–TV, Channel 6 (Tucson). The series was advertised in the daily newspapers and in TV Guide, and flyers were distributed to all classroom teachers announcing the series schedule.

The Radio–TV Bureau at the University of Arizona produced a series of 40 radio and 40 television short feature units of various Career Education activities around the state. These units were duplicated and sent to appropriate commercial stations for use on local news programs. These units included five public service announcements (30 seconds each) which have been used repeatedly by most of the commercial stations in Arizona.

A total of 52 five–minute weekly radio programs about Career Education were aired on KMCR–FM radio in Phoenix.

A 32-page multi–color brochure about Career Education in Arizona was printed and distributed through the projects and by direct mail. The brochure is divided into three sections: one describes the components and rationale of Career Education; one describes the highlights of each of the Career Education projects; and the final section describes the vocational education programs within the context of Career Education.

Each issue of ALERT (the Department's monthly tabloid newspaper) carried two pages of news and activities from the Career Education projects. The paper is distributed to all schools in the state. Numerous press releases were sent to newspapers and broadcast stations throughout the state.

A Career Education display was developed and put on exhibit at various fairs, expositions and other public locations throughout the state.

HIGHLIGHTS OF PROJECT EVALUATION REPORTS

A broad concept such as Career Education is extremely difficult to evaluate in terms of hard data on a short-term basis. Ten years from now it should be fairly simple to determine what effect Career Education has had on students. But, today, after only two years of development and initial implementation, attempts to evaluate Career Education's effect on students can only be expected to indicate early trends. Several of the Career Education projects were involved last year in assessing the effect Career Education has so far on students. Selected short excerpts from the results of those evaluations are listed below:

Testing in the Pima County project revealed that students who participated in a Career Education program were disproportionately more knowledgeable about jobs in each of nine occupational clusters.

In Coconino County, 163 students were surveyed who were involved in a Career Education activity in which they each explored three occupational clusters. Some 90 of those students (55%) said they used the information they received while exploring those clusters in career planning and course selection.

Principals in Coconino County were also surveyed. Eighty-four percent said their students reacted well to Career Education, and 100 percent said Career Education programs should continue next year.

In Santa Cruz County, an evaluation at the junior high level showed that students in that county exhibit highly positive attitudes toward the world of work. And the evaluation confirmed that all subject areas contribute to the students' knowledge of the world of work.

A comprehensive survey and evaluation conducted by the Central Maricopa Career project revealed the following: students at every grade level who were involved with Career Education had significantly higher grades than students who were not involved in Career Education; students at every grade level showed significant gains in their knowledge of career clusters during the year; parents, administrators, teachers and community representatives had a more positive attitude towards Career Education after having been involved with Career Education.

FISCAL YEAR 1973

ARIZONA CAREER EDUCATION

STATISTICAL DATA

BY PROJECT

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

INVOLVEMENT BY SCHOOLS AND PARENTS IN CAREER EDUCATION

	Number of School Districts in the Project Area	Number of School Districts Actually Served by Project	Percent of Area Secondary Schools Served by Project	Percent of Area Elementary Schools Served by Project	Parent Involvement in Career Education Projects
Agua Fria	1	1	100 %	N/A	108
Apache/Navajo	22	22	100 %	100 %	250
Cartwright	1	1	N/A	100 %	1,500
Central Maricopa	14	14	100 %	100 %	376
Cochise	30	28	90 %	97.6%	217
Coconino	14	12	100 %	91 %	345
Dice	4	4	100 %	32 %	1,000
Mesa	2	2	100 %	100 %	2,200
Mohave	14	14	100 %	100 %	289
Pima	14	10	75 %	37.5%	1,538
Pinal	20	20	100 %	100 %	120
Roosevelt	1	1	N/A	100 %	1,200
Santa Cruz	9	8	100 %	90 %	460
Scottsdale	3	3	83.3%	35.7%	84
Tri-County	19	14	92.3%	73.7%	245
Wacop	28	26	100 %	96.9%	40
Yavapai	25	18	100 %	68.2%	100
Yuma	16	14	80 %	96.6%	11
TOTALS	237	212	93.9%	78.8%	10,083

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

INVOLVEMENT BY PROFESSIONAL STAFF IN CAREER EDUCATION

	TOTAL NUMBER OF PROFESSIONAL STAFF IN PROJECT AREA	PROFESSIONAL STAFF ACTUALLY INVOLVED IN PROJECT ACTIVITIES (% of Total)	PROFESSIONAL STAFF INVOLVEMENT IN RETRAINING ACTIVITIES				
			Counselors	Administrators	Teachers K–6	Teachers 7–8	Teachers 9–12
Agua Fria	69	43.5%	1	3	N/A	N/A	11
Apache/Navajo	1,025	100 %	25	20	50	25	25
Cartwright	487	50 %	2	3	17	8	N/A
Central Maricopa	4,804	51 %	5	128	1,478	298	110
Cochise	1,000	40 %	22	15	171	137	102
Coconino	692	44 %	14	20	50	90	65
Dice	591	100 %	27	48	229	72	287
Mesa	1,400	100 %	28	93	775	300	225
Mohave	394	49.7%	0	0	70	15	25
Pima	4,362	58 %	127	62	497	292	334
Pinal	1,046	100 %	14	56	320	135	521
Roosevelt	491	100 %	4	33	306	97	N/A
Santa Cruz	289	100 %	0	9	43	12	47
Scottsdale	972	61 %	39	0	40	86	81
Tri-County	665	74.3%	3	8	100	39	58
Wacop	3,100	34.2%	26	11	157	53	109
Yavapai	506	12.6%	8	5	29	14	11
Yuma	829	100 %	12	46	52	29	71
TOTALS	22,722	61.8%	357	560	4,384	1,702	2,082

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

DEVELOPMENT AND PURCHASE OF CAREER EDUCATION MATERIAL

	CAREER EDUCATION MATERIALS DEVELOPMENT						MATERIALS PURCHASED RELATING TO THE WORLD OF WORK
	ACTIVITY PACKETS	INSTRUCTIONAL UNITS	TEACHER INVOLVEMENT IN MATERIALS DEVELOPMENT				
			Grades K–6	Grades 7–8	Grades 9–12	Number of Items	Type of Materials
Agua Fria	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Apache/Navajo	20	15	50	25	25	750	AV and Instructional M.
Cartwright	0	25	17	8	N/A	3,200	Films, Tapes, Kits, Books, Etc.
Central Maricopa	164	0	106	38	20	6,147	Films, Tapes, Kits, Books, Etc.
Cochise	37	161	62	43	42	4,013	Films, Games, Kits, Books, Etc.
Coconino	19	5	29	4	1	5,000	Films, Games, Kits, Books, Etc.
Dice	23	0	2	5	38	5,135	Films, Games, Kits, Books, Etc.
Mesa	0	34	27	9	7	2,000	Instructional/Reference
Mohave	40	0	26	7	7	1,553	Films, Tapes, Kits, Books, Etc.
Pima	200	0	50	22	38	3,417	Films, Tapes, Kits, Books, Etc.
Pinal	0	33	59	18	23	9,124	Classroom Instruction
Roosevelt	1*	0	37	10	N/A	7,000	Books, AV Equip., Games, Etc.
Santa Cruz	152	3	57	13	47	12,602	Books, Tapes, Kits, Films, Tests, Etc.
Scottsdale	107	0	1	7	1	394	Films, Kits, Tapes, Books, Etc.
Tri-County	185	99	100	39	58	398	Films, Cassettes, Books, Etc.
Wacop	92	85	59	118	3	1,075	Books, Cassettes, Kits, Tapes, Etc.
Yavapai	0	54	29	14	11	551	Kits, Films, Books, Etc.
Yuma	68	0	52	29	71	287	Tapes, Films, Printed, Etc.
TOTALS	1,108	514	763	409	392	62,646	

*Teachers' Guide Packet of 80 Lessons.

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

CAREER TESTING

CAREER TESTING OVER AND ABOVE WHAT LOCAL DISTRICT WAS DOING

	Grades K–6	Grades 7–8	Grades 9–12	TYPES OF TESTS ADMINISTERED
Agua Fria	N/A	N/A	N/A	N/A
Apache/Navajo	106	3,700	1,243	Kuder–E, Voc. Planning Inventory, Strong V.I.B., What Do I Like To Do?
Cartwright	600	300	N/A	Ohio Voc. Interest Survey, PUHS Tests
Central Maricopa	500	150	818	Ohio Voc. Interest Survey, Kuder–E, Pre- and Post-Project Eval.
Cochise	600	1,050	950	Act Assessment, Self-Directed Search, Kuder–E, Proj. Eval. Instru.
Coconino	75	550	250	Kuder–E, D.A.T., OVIS, What I Like To Do
Dice	25	719	566	Kuder–E, Strong V.I.B. Career Choice, OVIS, Voc. Explor., Etc.
Mesa	600	1,003	1,100	Supers–Work Values Inventory, Kuder–E, P.L.A.N., A.C.T., D.A.P.
Mohave	0	564	555	Ohio V.I.S., General Aptitude Test Battery
Pima	150	2,000	3,600	Kuder–E–DD, Ohio V.I.S., Self-Directed Search, What I Like To Do
Pinal	0	3,500	0	Kuder–E, Oregon Awareness
Roosevelt	1,000	2,300	N/A	Semantic Differential, Career Awareness, Reading Skills Survey
Santa Cruz	1,363	539	665	Attitude Scale, Self-Directed Search, Strong and Minnesota Voc. Interest Tests
Scottsdale	407	4,727	2,361	Kuder–E and Kuder–CP
Tri-County	464	798	2,017	Kuder–E, Strong Voc. Interest, Hall Occup. Interest, Work Values Inventory, Etc.
Wacop	324	814	1,821	Kuder–E, D.A.T., HALL, Locally Prepared Instruments
Yavapai	0	683	248	Ohio Vocational Interest Survey, A.C.T.
Yuma	276	416	105	S.R.S., Winnetka Scale, Kuder–E
TOTALS	6,590	23,813	16,299	

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

STUDENT INVOLVEMENT IN CAREER EDUCATION

	TOTAL HIGH SCHOOL ENROLLMENT IN THE PROJECT AREA	TOTAL ELEM. SCHOOL ENROLLMENT IN THE PROJECT AREA	STUDENTS INVOLVED IN CAREER EDUCATION ACTIVITIES IN CLASSES			CAREER OBSERVATION TOURS RELATED TO OCCUPATIONAL CLUSTERS	
			Grades K–6	Grades 7–8	Grades 9–12	Number of Tours	Occupational Clusters Observed
Agua Fria	1,143	N/A	N/A	N/A	N/A	N/A	N/A
Apache/Navajo	4,082	16,974	13,202	3,772	4,082	22	All But No.'s 3, 5, 8, 14
Cartwright	N/A	5,300	800	200	N/A	82	All But No. 7
Central Maricopa	28,285	71,214	9,991	5,623	11,153	192	All
Cochise	5,190	13,295	4,091	2,329	1,151	107	All But No. 8
Coconino	4,045	9,564	1,852	820	1,210	146	All
Dice	7,459	5,111	2,799	1,379	7,477	48	All
Mesa	6,724	18,189	14,047	3,106	3,250	638	All But No.'s 4, 8, 12
Mohave	1,992	5,851	3,469	1,211	36	210	All But No. 5
Pima	25,652	64,902	14,328	10,154	17,477	841	All
Pinal	5,170	14,498	160	68	260	10	Only No.'s 2, 4, 5, 7, 11
Roosevelt	N/A	11,366	9,862	2,404	N/A	831	All
Santa Cruz	1,622	4,126	1,408	863	1,622	58	All But No. 8
Scottsdale	13,397	21,221	1,197	3,318	5,634	309	All But No.'s 7, 8
Tri-County	4,186	10,451	2,400	1,800	2,500	41	All But No.'s 8, 11
Wacop	18,706	48,350	14,800	5,600	6,500	55	All But No. 8
Yavapai	3,414	7,795	870	448	275	8	All But No.'s 8, 12
Yuma	4,311	12,358	1,211	1,640	2,050	12	All But No.'s 3, 6, 8, 9, 11, 12, 14
TOTALS	135,378	340,565	96,487	44,735	64,677	3,610	

ARIZONA CAREER EDUCATION PROJECTS – STATISTICAL INFORMATION

FY 1973

PUBLIC INFORMATION

	TOTAL PERSONS REACHED BY PROJECT STAFF PRESENTATIONS	TELEVISION TIME OBTAINED FOR PROJECT (MINUTES)	RADIO TIME OBTAINED FOR PROJECT (MINUTES)	NEWSPAPER ARTICLES PRINTED		MAGAZINE ARTICLES PRINTED (NUMBER)	FLYERS AND BROCHURES DISTRIBUTED TO PUBLIC
				NUMBER ARTICLES	COLUMN INCHES		
Agua Fria	175	0	5	10	–	0	500
Apache/Navajo	341	0	0	51	250	0	7,000
Cartwright	12,000	10	10	8	30	2	5,500
Central Maricopa	376	42	35	3	40	0	5,500
Cochise	192	0	5	32	648	0	11,300*
Coconino	557	15	60	9	185	1	1,250
Dice	1,100	27	5	30	1,847	1	30,000
Mesa	1,500	3	35	25	1,450	3	45,200*
Mohave	14,500	0	65	85	714	3	4,500
Pima	6,994	108	70	75	1,165	6	10,600*
Pinal	200	0	75	12	60	2	3,500
Roosevelt	2,500	0	0	42	1,240	3	37,000*
Santa Cruz	517	0	255	59	1,530	2	10,750
Scottsdale	621	78	58	88	250	0	24,378*
Tri-County	780	0	480	14	200	0	45,000
Wacop	1,550	19	2	43	587	4	7,110
Yavapai	1,200	0	360	32	1,482	0	3,000
Yuma	590	15	30	35	500	0	5,000
TOTALS	45,693	317	1,550	653	12,178	27	257,088

*Includes Project Newsletters